

BELGIUM WANTS LOAN OF BILLION FROM AMERICA

Col. Theunys, Finance Minister, Says It Is Needed for Recovery.

SECURITY TO BE GIVEN
Reparation Annuities to Be
Offered in Exchange
for Credit.

BIG MORAL EFFECT SEEN
Belief Expressed U. S. Will
Not Refuse to Join in
Work of Justice.

Special Cable to THE NEW YORK HERALD.
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New York Herald Bureau.

"Let us cut out these peace conferences and get back to work," declared Col. Theunys, Belgian Finance Minister, in an interview with the correspondent of THE NEW YORK HERALD. Col. Theunys is already weary of the Near East walling.

Belgium sees no possibility of consolidating for an ultimate financial recovery without a loan from the United States. She wants a billion dollars. So this opinion comes not only from a nation which probably has done more than any other to recover from the war, but from a man who is easily the most interesting figure on the financial side of the peace conference. Premier Jaspars of Belgium was with the Finance Minister when he received the correspondent for THE NEW YORK HERALD. Col. Theunys did all the talking, except when certain questions were asked, to which he responded: "That is politics. You will have to ask the Premier." And it is not only his own boast that he knows nothing about politics but also that of Premier Jaspars and the Belgian people.

Colonel Uses Broom.

Col. Theunys formerly was chief engineer for Baron D'Empain, builder of the Paris underground railway system, the Lille tramways and many other public utilities in Europe and Africa. When the Jaspars Ministry came in he was chosen to handle the nation's finances and told to "go to it." Setting a striking example for the incoming clean sweeping administration, Col. Theunys hired a private firm of chartered accountants and had them go over the entire civil service payroll. The result was that what Whitehall calls "limpets" and Washington "lame ducks" were fired literally by the thousands.

In support of his conviction that no nation can be made without America Col. Theunys said:

"The United States entered the war to defend right. Belgium can't believe that the great Republic can dissociate herself from the work of justice in which she so powerfully cooperated. Germany must make reparation for the evils she caused. The plan for reparations established in Europe is essentially thought out economic base required in order to be effective the cooperation of American financiers. This cooperation, essential to the restoration of Europe, is entirely lacking. Belgium is in the moment of the prosperity of the United States is intimately connected with European prosperity. "Europe after the war needs temporary but important help. We might compare our country with a great and prosperous factory partly destroyed by fire. If the capital necessary to get going again is forthcoming the factory will rapidly regain its former situation, and the banker will be the first to congratulate himself over it."

What Belgium Needs.

"The credit the Allies need to get along again isn't so formidable an amount as has been claimed. To begin with an interest-free loan of \$1,000,000,000, secured in part by reparation annuities, should be capable of being placed in the United States. That would probably be enough to get them going. It would not only enable Belgium to meet her own capital needs but to set aside a surplus for carrying out the Paris scheme to let Germany borrow money to enable her to purchase raw materials. "Besides the material aid which this represents it would have an important moral effect, and business confidence and credit money are as much as capital. The Allies are willing to part with this allocated reparation of Germany's indispensable normal European economic life."

Col. Theunys has just had great success in floating a domestic loan for the rebuilding of the devastated regions. He sold 1,000,000 francs last month and all issues were heavily oversubscribed. The loan was made in premium bonds of 250 francs, which were sold at 30, and, when all small holders will get their applications filled, the large ones have been scaled down so that the loan will be widely distributed. There is a drawing twice yearly in connection with these bonds for which a prize of 1,000,000 francs is offered at each drawing. This feature, which is considered a lottery, debars the bonds from the American market, which Col. Theunys greatly regrets.

He has now proposed a 1 per cent. tax on all business turnover, only business connected with the production of bread being exempt. He expects to collect this tax by a system which, strangely enough, was invented in Mexico twenty years ago, namely: For each sale a postage stamp is torn in two, and half of it is put on the invoice and half on the seller's books.

It is this tax plan which makes Col. Theunys anxious to return to Brussels, as it is to come before Parliament next month. He says that Belgian taxes are only 200 francs per capita, that there are only 100,000 unemployed in the country and that Belgium this year produced 107 per cent. of her pre-war coal output, being the only nation in the world to equal her pre-war production.

PRISON FOR HEAVENLY POTENTIALITY.

NEW YORK, Feb. 27.—Joshua Jehoviah Rykes, self-styled potentate of heaven and head of the Tabernacle of David, departed from Denver to-night for San Francisco, where he will arrive Tuesday afternoon to begin serving an eight-month sentence for obstructing the draft during the war.

WHAT your home or business needs—best be secured through a small ad. in The Herald's Telephone Directory of Home and Business Needs. Classified Section—Ad.

MONDELL SAYS BUDGET WILL WIN IN HOUSE

Sees Sure Defeat for System's Opponents in Caucus.

Special Despatch to THE NEW YORK HERALD.

New York Herald Bureau, Washington, D. C., Feb. 27.—Any attempt that may be made in the caucus of House Republicans to-morrow night to overthrow the budget system will be unsuccessful, House Republican Leader Mondell predicted to-night. He added that he does not believe a fight will be made because of the pledge of the Republican party to inaugurate a budget system to reduce governmental expenses.

The position taken by Republican leaders is that when Congress orders a budget system in the executive departments the House, too, must follow the same plan. In other words, if the estimates of the various departments are to be considered by a budget officer who will eliminate duplications and unnecessary requests, these same requests should be considered by one committee of the House which will be in a position to weed out all extravagance.

THREE MEN BLIGHT AMERICAN SAMOA

U. S. Officers and a Civilian
Change Record of 20 Years
of Happiness.

WASHINGTON, Feb. 27.—Prosperity, happiness and contentment marked the American administration of Samoa from 1900 until about the time of the arrival in April, 1920, of Lieutenant-Commander C. H. Boucher and Arthur A. Greene, a civilian American, the naval court of inquiry which investigated the recent administration of the island has reported to Secretary Daniels.

The twenty year era of happiness and prosperity, however, was followed immediately by unrest, financial loss and antagonism toward the American administration on the part of a portion of the natives, the court found, due to the activities of the officer and the civilian. Commander A. C. Kail, the court asserted, augmented the feeling of unrest through misdirected zeal and lack of tact in handling an already serious situation.

Lieutenant-Commander Boucher has already been court-martialed and ordered dismissed from the service and Greene has been deported from the island. No further action was recommended or taken in the case of Commander Kail. As to the administration of the island government under the late Commander Warren Terhune, the court found that there was no evidence of irregularity in the legal or financial administration and no evidence of dishonesty on the part of any of the officials.

The investigation followed the filing with the Navy Department by Lieutenant-Commander Boucher of serious charges against Gov. Terhune's administration. Boucher was captain of the yard at the naval station and was succeeded by Commander Kail. Gov. Terhune committed suicide in the bathroom of the Governor's house shortly before the arrival at the island of the court of inquiry on board the battleship Kanawha. Capt. Walter Evans was appointed Governor to succeed him.

PARIS WOMAN DOCTOR HONORED BY HIGH POST

Chosen Medical Inspector of
Department of Seine.

Special Cable to THE NEW YORK HERALD.
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New York Herald Bureau.

Paris, Feb. 27.—Women finally have won an important concession from officials of the Department of the Seine. For the first time in history a woman doctor has been appointed medical inspector of the department, with a special mandate to direct the welfare investigations among children. She is Dr. Marthe Gautier, 26 years old, who last year won the laureate of the faculty of medicine as a reward for her brilliant thesis on gynecology, in which she outpointed fifteen male competitors.

Dr. Gautier was decorated twice during the war for heroism and devotion to the cause of France.

WANTS RED ENVOY EXPELLED.

France Demands Trade Agent's
Dismissal From Constantinople.

CONSTANTINOPLE, Feb. 27.—A demand for the expulsion from Constantinople of Bronislau Kondish, the commercial agent from Moscow, who had been recently expelled from the Russian Co-operative Trade Association, with powers to grant permits for imports into Russia, was presented today by the French authorities in this city. The demand is made on the ground that Kondish is a Bolshevik propagandist.

BIG FORCE TO GUARD GERMANY'S FRIENDS

Many Police to Be In and Out-
side of Madison Square Gar-
den for Meeting To-night.

WARNING BY LEGIONISTS

Trouble Feared When Crowd
Gathers to Hear Lecture on
'Horrors of the Rhine.'

A heavy police guard will be thrown around Madison Square Garden to-night and the inside of the structure will be patrolled by detectives and men in uniform as a measure of precaution against a possible attempt to stop the mass meeting of German sympathizers called by Dr. Otto von Mach, to discuss the "Horrors of the Rhine." The large number of protests made by patriotic and civic organizations against holding the meeting has caused Richard E. Enright, Police Commissioner, to order that a virtual army of cops be placed on guard.

The American Legion and the Daughters of the Cincinnati lodged formal protests yesterday with Mayor Hylan against the proposed meeting. Both bodies asked that the permit to hold the gathering be cancelled. A letter sent to Mr. Hylan by Charles G. Blakeslee, State commander of the American Legion, says:

"It is respectfully called to your attention that the report of the General commanding the American army in Germany filed with the State Department some time since is to the effect that all French colonial troops were withdrawn from the Rhine district some time ago. This meeting to be held next Monday evening is to protest, according to their own literature, against the continued occupation of this territory by these troops. Inasmuch as the United States is still technically at war with Germany it seems to the American Legion that such a meeting would be a serious breach of loyalty to our allies."

"The American Legion will not countenance any action on the part of its members which will in the slightest degree disturb the peace, but it cannot be held responsible for the action of those outside of the legion who feel so deeply on this subject. So many letters and messages of protest have come to us within the past few days regarding this meeting that our organization feels that it should be respectfully brought to your attention that the meeting, if held, may lead to serious disorder, contrary to the law which we are both pledged to uphold."

"On behalf of the New York State department of the American Legion, it is earnestly requested that a permit for this meeting be withheld, or if the same is already granted that it be cancelled."

FRENCH 'TRADE' PLANES FLEW 1,200,000 MILES

Carried 6,697 Passengers and
155 Tons of Mail.

PARIS, Feb. 27.—French airplanes engaged in commercial service traversed a distance of nearly 1,200,000 miles during 1920 and 1921, and carried 6,697 passengers and 155 tons of mail, Col. Sacconey, Director of Aerial Service, declared yesterday to members of a committee from the French Senate. Seven lines are in operation, and it is expected that normal schedules will be maintained soon between Paris, Warsaw, Geneva, London, Brussels and Coburg. Regular service will be established between Paris and Bayonne, Bilbao, Spain; Toulouse and Casablanca, Morocco; during 1921.

'SERIOUS ATTACK' ON RED RULE IN RUSSIA

Matinies and Revolutions Are
Reported From London.

LONDON, Feb. 27.—In connection with the reports of a mutiny in Kronstadt and also reports of rebellions in Petrograd and in the Ukraine and differences between Nikolai Lenin and Leon Trotsky, the Graphic to-day asserts it has "exclusive and unimpeachable information" that a really serious attack is in progress against the Bolshevik Government in Russia. The most important factor of this attack is said to be the increasing dissatisfaction of the Russian people against the Bolshevik regime, which is taking drastic form and the details of which may transpire at any time.

\$250,000 GIFT ANNOUNCED.

BURLINGTON, Vt., Feb. 27.—A gift of \$250,000 to the University of Vermont from the General Education Board was announced to-night.

GAIN IN PULP OUTPUT EQUALS CONSUMPTION

1920 Figures Show 17.5 Per
Cent. Increase Over 1918.

WASHINGTON, Feb. 27.—Pulpwood consumption by mills in New York, New England and the Lake States was 17.4 per cent. greater in 1920 than in 1918, and production during the same period increased 17.5 per cent., according to estimates made public to-day by the Forest Service, based on figures from 115 mills, representing 41 per cent. of the total consumption of these States.

The estimates were contained in the first preliminary statement by the Forest Service in connection with the study of pulpwood consumption being conducted in cooperation with the American Paper and Pulp Association and the Census Bureau. Should the percentage hold true for the remaining mills the 1920 consumption would equal 6,180,000 cords, or nearly 15 per cent. more than a year was made in 1917, and the production would be approximately 3,894,000 tons, or 10.9 per cent. more than in 1917.

FORD ASKS SENATE TO HASTEN CONTEST

Says Criminal Phase of Case
Should Not Halt Work
of Committee.

DETROIT, Feb. 27.—A telegram urging the Senate Elections Committee to set a date for taking of the balance of testimony in the Newberry-Ford election contest, and asking further that witnesses be called was sent to-night by Henry Ford to Senator S. P. Spencer, chairman of the Elections Committee. The telegram said:

"May I again respectfully urge that your committee name a date for taking the balance of the testimony in the Newberry-Ford election contest and grant the subpoenas for the witnesses, of whom a list was furnished you several weeks ago. I am well aware that Senators have been very busy, but in a year we have been urging this, and what business is more important than to ascertain whether a seat in the Senate has been acquired by the expenditure of vast sums of money and, incidentally, the lawful claimant kept out of it."

"I again urge that the pendency of the criminal case in the United States Supreme Court cannot and should not defer action by the Senate, because manifestly any decision by the court would not be binding either upon the Senate or upon the claimant. That case depends upon the technicalities of criminal law, which cannot dispose of or determine the great fundamental principle involved in my contest. Announcement that the telegram had been sent was made by Alfred Lucking, Mr. Ford's counsel."

WASHINGTON, Feb. 27.—When informed of Henry Ford's telegram urging the Senate Elections Committee to set a date for taking final testimony in the Newberry-Ford election contest, Chairman Spencer stated to-night that it probably would not be possible for the committee to resume the hearing of testimony before early in the prospective special session of Congress. Senator Spencer added that Mr. Ford's action in making public his message "before it reaches its destination does not tend to create an impression of sincerity."

Mr. Ford has not, as stated in his telegram, presented a definite list of witnesses, he said, which they have asked the committee to keep "secret from the other side," with the additional request that the committee permit issuance of blank subpoenas with the names of any of the witnesses to be filled in just prior to their being called. They also requested the committee to permit the placing of a "fictitious advance date" on such subpoenas. Senator Spencer said in order to permit the witnesses to be called here prior to the hearing. The committee has reached no decision as to whether it will grant this request of Mr. Ford's attorneys, Senator Spencer said, and must do so before it can assign a date for the final testimony.

MME. CURIE AGREES TO COME.

Noted Scientist Will Visit
America and Receive Gift.

Special Cable to THE NEW YORK HERALD.
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New York Herald Bureau.

Paris, Feb. 27.—Mme. Curie, the scientist, in a letter to the New York Herald to-day, announced that she would accept an invitation extended to her to go to America in May. She will be the guest of Mrs. W. B. Meloney while receiving the gift of a gramme of radium from a group of prominent Americans.

DRINK CRAZED, KILLS WIFE AND HIMSELF

Longshoreman, Upbraided for
Spending Money, Shoots
Woman Six Times.

DOG GUARDS HER BODY

Policemen Knock Down Band-
it and Thwarts Holdup
of Athletic Club.

Victor Benson, a longshoreman, of 445 West Twenty-seventh street, died early yesterday morning at his home, several hours after he had shot and killed his wife, Margaret, who had upbraided him for spending money for liquor. The city took charge of the bodies, removing them to Bellevue Morgue. Neighbors took charge of the two children—Herbert, 11, and Helen, daughter of a sister of Mrs. Benson, whom the Bensons had adopted. The rooms were put in order and locked. One tenant remained. That was the terrier, Mutzy, as the children called him. Detectives who reached the house after the shooting found Mutzy curled against the body of Mrs. Benson. He raised his head and snarled at them.

Because of the dog's animosity the officers turned first to a quick examination of Benson. He had put a bullet through his head and the revolver still was clenched in his right hand. They approached Mrs. Benson's body again and Mutzy snapped at them, but they pushed him away. They found the woman had been shot six times. Neighbors gave the police the story of the quarrel and said Benson had come home intoxicated.

"When the bodies were moved Mutzy's rage turned to sorrow. He went to Mrs. Benson's bed and curled up at its foot and cried. The policemen gave up trying to get him to leave the house. He held a revolver only a few inches from his body, reached over and knocked the man down with a blow on the jaw. One of the bandits fled, but the man knocked down was arrested and was held by the police to be Peter Fitzpatrick, 332 West Forty-ninth street. A search of Fitzpatrick was said to have revealed about \$300 worth of cash hidden in a box under his bed.

Patrolman Higgins said that Fitzpatrick carried two revolvers. His companion was going through the pockets of the club members. Evidently to hasten things, Higgins said, Fitzpatrick approached him, putting one of the revolvers in his pocket, and started going through his clothes. Higgins said his opportunity crashed his fist against the other's jaw. The second man was not captured.

Identification of James Minogue, described as a professional gambler, who was arrested Saturday night, as one of the bandits who held up the People's Trust Company at Wyomissing, a suburb of Reading, Pa., was made at Police Headquarters yesterday, according to the police, by three employees of the Wyomissing bank. No one appeared to identify George Stuyvesant, who was arrested with Minogue in a room at Lenox avenue and 111th street.

The men were arraigned in Yorkville Court and were remanded for a hearing to-day. They were charged with violation of the Sullivan law in illegal possession of firearms and with suspicion of being fugitives from justice.

The identification of Minogue was said to have been made by Lester E. Liebenberg and Miss Agnes Brodner of Wyomissing. Miss Brodner, cashier of the bank, said Minogue forced her and several others into the bank vault. There were six men in the holdup party. The holdup took place February 4. The loot was \$150,000, mostly in securities. Minogue was said to have been identified Saturday night by Helen Dapala of Reading. She said she knew him as "Belmont," and that she aided him and several other men to find lodgings, which they left about the time of the Wyomissing robbery.

In the room in which the men were arrested two caps, with the mark of a Detroit dealer, and two valises were found in addition to the shotgun with the shortened barrel. The valises were purchased at Detroit in the name of "Perry Goller." Acting Inspector Coughlin said he believed Stuyvesant is "Goller." So far no information has been obtained regarding Stuyvesant. He refuses to talk.

MME. JEAN GORDON ILL.

Because of the illness of Mme. Jean Gordon, contralto, she will be replaced as soloist by Miss Marie Chapleau at the Rubinstein concert to be held at the Waldorf-Astoria on Tuesday night.

FURTHER WAGE CUT MAKES TOTAL 50 P. C.

Monaghan Cotton Mills Also
Abolish Bonuses.

SPECIAL DESPATCH TO THE NEW YORK HERALD.
GREENVILLE, S. C., Feb. 27.—A further reduction in wages of 15 per cent. to its employees, which, with the abolition of bonuses, makes a total cut of 50 per cent. since the downward trend of prices began, is announced by the Victor Monaghan Company, which operates a chain of eight large cotton mills in upper South Carolina. The reduction, effective March 1, will affect between 5,000 and 6,000 employees. Office employees also are affected by this reduction. For the first time the attitude of the employees is problematical. Rumors of a possible strike were heard on the streets at Greer, where two of the Victor Monaghan mills are located, but little credence is placed in these reports. It is generally believed the operatives fully appreciate the problems facing the mills management and are willing to do their share toward solving these problems.

Special Despatch to THE NEW YORK HERALD.
ASHVILLE, N. C., Feb. 27.—William Hurd Barrett, the eleven-year-old son of Dr. Frederick James Barrett, a physician, of New York City, who is spending a vacation in Asheville, disappeared Friday afternoon.

On two previous occasions the boy has been taken from his father by his mother, Marian A. Barrett, who, according to the latest reports, was living in San Francisco. It is believed she has again spirited away the child.

William left his home Friday afternoon to go for a bicycle ride. He was last seen entering an automobile about 5 o'clock. His bicycle was found after midnight Friday where he had left it before entering the automobile.

Dr. Barrett was a Colonel in the Medical Corps and commanding officer at Camp Hancock Base Hospital. He was also chief of the Section of Internal Medicine of the Surgeon-General's office of the army at Washington during the war.

The domestic troubles of the Barretts first became public when in 1918 Dr. Barrett brought suit in New York City for divorce and the custody of the child. They were separated and the case was heard by a referee. But before the report of the referee was confirmed the matter was dropped and a reconciliation reached. The court, however, awarded the custody of the child to the father.

In August, 1919, the trouble started again and the couple were separated. The father retaining possession of the child, who was placed in school in New England. Finally the mother found the child and instituted habeas corpus proceedings in a New York court in March, 1920.

In the meantime another suit for divorce had been instituted and the child became temporarily the ward of the court. Three days later the mother is alleged to have taken the child by force and then her attorneys started action to have the writ set aside. A referee was again appointed, not only to look into the divorce suit, but to decide whether the mother should be held in contempt of court.

As a result of this action the father was awarded full legal custody of the child on November 18, 1920, the authorization reading: "For the care, custody and control of the boy." Mrs. Barrett had previously taken the child first to Canada, then to California, where she was finally found.

Dr. Barrett went to California, where through legal process he obtained possession of the child. He returned to New York in December, 1920, and several weeks ago came here.

URGE TEACHING OF RELIGION.

Council of Education Calls on
Churches to Broaden Field.

ATLANTIC CITY, Feb. 27.—A resolution urging all churches to make religious education more universal and efficient and calling on public school authorities to lay more stress on such ethical subjects that would lead pupils voluntarily to seek religious education was adopted by the National Council of Education. The resolution in turn will be submitted at a general session of the convention here of the National Educational Association, of which the council is a part.

Prof. A. D. Yocum of the University of Pennsylvania introduced the resolution.

Secure Your Family Against Want

Leaving a competency does not guarantee this. Changed conditions, bad investments, lack of business ability, personal extravagance, or other causes, may leave destitute the persons who should be in comfort. Such a plight may be prevented if you

Make a Will

and establish trusts for members of your family. Leave part of your estate—the bulk of it if you will—to your family but don't neglect to establish trusts for each member which will insure enough income to support them in comfort even though the bequests to them are lost.

Establish a Safety Trust

Is your wife or daughter a skilled business woman? Is your son conservatively progressive? Do they know how to invest money? Do they know the time to buy and the time to sell securities? Is your estate sufficient to leave legacies outright and also to establish trusts for their benefit? If not, establish the trusts and don't take any chance of their being left dependent on charity.

Write for our booklet "Wills, Executors and Trustees."

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LA RAZON

BUENOS AIRES

A Newspaper With a Selling Punch

Buenos Aires, city beautiful, Hub of Commerce and Shipping of South America, unexcelled in commercial importance!

"LA RAZON"—the great afternoon daily of Buenos Aires, with three editions. Its advertising columns command respect and cordial response from the readers. The largest circulation of any Evening Newspaper in South America.

Write for booklet and rate card, Avenida de Mayo 760, Buenos Aires, Argentina, or to the following American Advertising Agencies:

Horatio Campa Advertising Agency, 62 Cortlandt St., New York.

The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York.

Johnston Overseas Service, 277 Broadway, New York.

T. B. Brown, Ltd., 2 East 42d Street, New York.

Atlas Advertising Agency, 409 Fourth Avenue, New York.

A. R. Elliot Advertising, 62 to 84 West Broadway, New York.

Morse International Agency, 440 Fourth Avenue, New York.

Curline Special Agency, 409 Fourth Avenue, New York.

The Export Advertising Agency, Transportation Bldg., Chicago, Ill.

T. Toland & Co., 122 Canal Street, Building, Chicago, Ill.

The Newspaper That Believes in Americans

Far ahead
of all but one!

If, as Adam Smith, the great Economist, said, "All wealth comes from the ground," Real Estate represents more money than anything else in the world!

The fact that The Herald leads all morning newspapers excepting the Times in the amount of Real Estate Advertising carried is a safe guide for other advertisers to follow in telling their messages to the more prosperous people of Greater New York.

Since February 1st, 1920, when The Sun and The New York Herald combined, The Herald has carried

—more than four times as much Real Estate advertising as the American—

—more than twice as much as the Tribune—

—more than the World by 50%.

Doesn't it stand to reason that when readers turn to the Real Estate Advertising of The New York Herald with such confidence they have similar confidence in all the other advertising carried by The Herald?

And furthermore—

Buying and Selling—Renting and Leasing of the kind of properties advertised in The Herald means contact with the very highest type of citizen—the very kind of people with whom you want to do business.

The tremendous success of all Herald Advertising proves that the Real Estate readers are representative of ALL Herald readers.

Whether you sell wearing apparel or building material—office equipment or food stuffs—furniture or automobiles, there are over 200,000 Herald buyers and their families with whom you will be glad to get acquainted.

Let The Herald Advertising Columns introduce you to this QUANTITY-QUALITY circulation.

THE NEW YORK HERALD

Newspaper Advertising Starts the Wheels

In November, business had a bluish cast. The financial waters were troubled.

Corn and wheat and cotton were tumbling—business was halting and hesitating.

Everywhere you heard the croakers say, "People are not buying."

Then the retailers took the cold plunge. They began to readjust prices and offer inducements.

And they advertised the fact—advertised it in the newspapers of their home cities. They kept at it—and kept at it.

After a bit, buying began to wake up—slowly at first, then in greater volume.

Progressive merchants who know newspaper advertising pulls progressively went at it harder.

Business grew better and better, and by the last part of December many merchants were reporting record-breaking sales, and, taking